

RESOLUTION 2022-09-07

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) AUTHORIZING A TEN THOUSAND DOLLAR (\$10,000) EVENT CONTRIBUTION TO BUILD UP DOWNTOWN TO SUPPORT THE ACTIVATION OF HOGAN STREET FOR THE BEYOND VAN GOGH JACKSONVILLE IMMERSIVE EXPERIENCE; AUTHORIZING THESE FUNDS FROM THE DOWNTOWN NORTHBANK CRA TRUST FUND’S EVENT CONTRIBUTION BUDGET; AUTHORIZING ITS CHIEF EXECUTIVE OFFICER TO TAKE ALL NECESSARY ACTIONS TO EFFECTUATE THE PURPOSE OF THIS RESOLUTION; PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the Downtown Investment Authority (“DIA”) has received a request from Build Up Downtown for sponsorship of the Beyond Van Gogh Jacksonville event in the amount of \$10,000, a copy of which is attached as Exhibit A; and

WHEREAS, the mission of the DIA is, “To drive growth in business and investment, create a vibrant urban living environment and enhance quality of life in Downtown Jacksonville through the transparent and responsible leveraging of public investments, assets, infrastructure, and policy.; and

WHEREAS, the efforts of the DIA seek to facilitate success towards achieving Community Redevelopment Area Goals in support of the aforementioned mission. Specifically:

Redevelopment Goal No. 4 Increase the vibrancy of Downtown for residents and visitors through arts, culture, history, sports, theater, events, parks, and attractions; and

WHEREAS, Build Up Downtown is a privately funded, nonprofit resource and supporter of the Downtown Investment Authority and Downtown Vision, Inc., helping to reinforce Downtown as the City’s unique epicenter for business, history, culture, education, and entertainment; and

WHEREAS, Build Up Downtown is tasked with activating Hogan Street from James Weldon Johnson Park to the location of Beyond Van Gogh: The Immersive Experience (119 Beaver Street West) for the duration of the exhibit; and

WHEREAS, the DIA Board via Resolution 2021-06-01 and the City Council via Ordinance 2021-0504 adopted a Downtown Northbank CRA Trust Fund Budget for Fiscal Year 21-22, which included \$100,000 for Event Contributions; and

WHEREAS, the DIA Board is authorized to enter into agreements for expenditure of the Event Contributions funds without further need for City Council approval,

NOW THEREFORE, BE IT RESOLVED by the Downtown Investment Authority:

Section 1. The DIA authorizes a contribution of ten thousand dollars (\$10,000.00) to Build Up Downtown to be used towards activating Hogan Street for Beyond Van Gogh: The

Immersive Experience, including the purchase/rental and installation of string lights, window and sidewalk clings, and equipment for projection on building facades.

Section 2. The DIA authorizes its Chief Executive Officer to take all necessary actions to effectuate the purpose of this Resolution.

Section 3. This Resolution shall become effective on the date it is signed by the Chair of the DIA Board.

WITNESS:

DOWNTOWN INVESTMENT AUTHORITY

Xavier Christola

Carol Worsham

Carol Worsham, Chair

9/21/22
Date

VOTE: In Favor: 6 Opposed: 0 Abstained: 0

EXHIBIT A



August 30, 2022

Build Up Downtown is requesting an event contribution of \$10,000 to be used towards activating Hogan Street from James Weldon Johnson Park to the venue hosting the Beyond Van Gogh: The Immersive Experience, located at 119 Beaver Street West, Jacksonville, Florida 32202.

The contribution will be used towards items such as the purchase / rental and installation of string lights, window and sidewalk clings, and equipment for projection on building facades.

Beyond Van Gogh: The Immersive Experience starts on September 16, 2022 and is scheduled to run through November 6, 2022; the show will extend if interest continues to be high. At the time of this request, 40,000 tickets have been sold. The show runs Wednesday through Sunday each week. Produced by Paquin Entertainment Group, the unique experience has sold over four million tickets worldwide, making it one of the most popular current traveling exhibitions. For additional information, visit www.vangoghjacksonville.com.

For questions regarding this request, please contact Laura Phillips Edgcombe, Director of Development, Build Up Downtown at laura@buildupdowntown.org.

Build Up Downtown

Build Up Downtown facilitates and advocates for preservation, smart development and great public spaces in Downtown Jacksonville through communicating, connecting and informing current and future businesses and stakeholders. We serve as a privately funded, nonprofit resource and supporter of the Downtown Investment Authority (DIA) and Downtown Vision, Inc. (DVI) to reinforce Downtown as the City's unique epicenter for business, history, culture, education and entertainment. For more information, visit buildupdowntown.org.

Build Up Downtown Community Impact Statement

Thriving downtowns are the heartbeat of every major city around the world, and Jacksonville should be no different. Over the years, the momentum to (re)develop Downtown Jacksonville has had many starts and stops. Right now Jacksonville is on the doorstep of major change and Build Up Downtown was created to help facilitate that change.

For over a decade, stakeholders, both public and private, have created an unstoppable momentum that will revitalize our Downtown and ensure our sustainability moving forward. Jacksonville's Downtown will soon be a unique epicenter for business, history, culture, education and entertainment.